



2nd SEM. 2013/2014

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME : BACHELOR OF SCIENCE IN TEXTILE APPAREL
DESIGN & MANAGEMENT YEAR IV

COURSE CODE: TADM 403

TITLE OF PAPER: VISUAL MERCHANDISING

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS: ANSWER QUESTION ONE (1)
AND ANY OTHER (2) QUESTIONS

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GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1 [COMPULSORY]

- a) Describe the following **four (4)** interior display types to show their differences in visual merchandising and the type of merchandise that is suitable for each display type.
- i. Island displays
 - ii. Counter and display cases
 - iii. Enclosed displays
 - iv. 100 per cent traffic area display

(16 MARKS)

- b) Briefly explain why alternatives to mannequins are now frequently used. Give **two (2)** reasons and support your answer.

(4 MARKS)

- c) Give **five (5)** examples of the alternatives to mannequins that you would like to use for effective merchandise display of your choice. For each method indicate the type of merchandise you would display and where in the shop.

(20 MARKS)

[TOTAL MARKS = 40]

QUESTION 2

- a) Lighting is very important in visual merchandising. Give **five (5)** suggestions for using light effectively.

(15 MARKS)

- b) How can you effectively balance texture in display of merchandise? Give examples to illustrate your answer.

(12 MARKS)

- c) Define four-way fixtures as used in visual merchandising.

(3 MARKS)

[TOTAL MARKS = 30]

QUESTION 3

- a) Window displays are seen from outside the store and therefore encouraging customers to window-shop anytime. However, there are some noted disadvantages of window displays. Identify **five (5)** and briefly describe them.

(10 MARKS)

b) Retail stores are located everywhere from large cities to small remote communities. Briefly describe the following retailers to show differences in their operations and types of merchandise they carry.

- i. Department stores
- ii. Chain stores
- iii. Discount stores
- iv. Boutiques
- v. Hypermarkets

(15 MARKS)

c) Briefly describe a shadow box and indicate the suitable type of merchandise usually displayed in them.

(5 MARKS)

[TOTAL MARKS = 30]

QUESTION 4

a) As a visual merchandiser your coordination responsibilities may include carrying out predetermined plans from company headquarters, or from store buyers who also sometimes purchase unrelated separates. This gives visual merchandisers the opportunity to set walls and fixtures with apparel that hasn't already been presented by a single vendor. Suggest **four (4)** ways you would use to coordinate outfits for visual display.

(16 MARKS)

b) Define the following terms as they pertain to visual merchandising and indicate their importance:

- i. Gridwall
- ii. Gondola
- iii. Supersquad

(9 MARKS)

c) **MULTIPLE CHOICE:** Circle the correct answer from the given list of possible answers.

1) Curved line

- i. Is forceful, strong and dynamic
- ii. Reduces the upright and dignified feel of a design or setting
- iii. Personifies grace charm and femininity
- iv. None of the above

- 2) Rhythm
 - i. Repeats or reiterates an idea making a concept more emphatic
 - ii. Is an element in composition that attracts the eye and directs viewer to other parts of composition
 - iii. Involves the creation of an easy to accept relationship between the parts of the composition
 - iv. Is self-contained movement from the element to element and from background to background

- 3) Focal point
 - i. Is a featured display space viewable from all sides
 - ii. Sets just off the aisle and spotlighted from above
 - iii. Works with object building off the last one to the most attractive and desirable display
 - iv. Is any place in the retail setting where emphasis has been placed to attract the shopper

- 4) Fascia
 - i. Is a two-sided wall or partition
 - ii. Is an integral part of a store's construction that holds up ceilings
 - iii. Is the blending of fashion know how to affect the selling environment
 - iv. Is a band or a horizontal board or panel used to conceal lights

- 5) Museum case
 - i. Can serve as a counter or demonstration area for precious or more special merchandise
 - ii. Is a miniature display in windows
 - iii. Is a fully glassed in platform that can hold a mannequin or two
 - iv. Serves as a blend of fashion know how to affect the selling environment

(5 MARKS)

[TOTAL MARKS = 30]